to [said] the network, <u>said advertising software controlling the presentation of a first set of information to the user in a first region of said display device, said browser controlling the presentation of a second set of information to the user in a second region of said display device,</u> [said advertisement server sending said advertisements in sequence from said server to said client computer at the request of said client computer;] <u>said advertising software adapted to receive an advertisement from said server, to include said advertisement in said first set of information presented to the user in said first region of said display device, and to functioning substantially independently of said browser on said client computer.</u>

[d.   advertising software on said client computer, said advertising software functioning as an overlay to said browser, said advertising software displaying said advertisements in sequence on said client computer while maintaining the functionality of said browser.]

2.   The system of claim 1, wherein a media clip related to the [presently displayed] advertisement <u>presently displayed by the advertising software to the user</u> is shown on said client computer when <u>said media clip is</u> requested by the user.

4.   The system of claim 1, further comprising a <u>communications button for establishing communications between the user and a</u> sales agent, <u>said communications button displayed by the advertising software to the user, and</u> wherein communications are established between [said] <u>the</u> sales agent and [a] <u>the</u> user at the user's request <u>when the user selects the communications button.</u>

5.   The system of claim 1, further comprising <u>means for the user to select</u> advertising topics [that are selectable by a user], wherein advertisements pertaining to said <u>selected</u> advertising topics [selected by a user] are displayed to the user <u>by the advertising software.</u>

6.   The system of claim 1, further comprising a help page on said [advertising] server, said help page displayed to the user <u>by said browser</u> [at the user's request] <u>when the user selects a help button displayed to the user by said advertising software.</u>

8. The system of claim 1, wherein [said] an advertisement _displayed to the user by said advertising software_ comprises at least one link that loads and displays a page in said browser area when _said link is_ selected by a user.

9. The system of claim 1, wherein _an_ advertisement[s] related to _at least one_ page[s] displayed to a user _by said browser_ [at the user's request are] _is_ displayed to the user _by said advertising software_.

11. The system of claim 1, _further comprising means for displaying_ [wherein] a previously displayed advertisement [is displayed to a user] at the user's request.

12. The system of claim 1, wherein [the] _a_ sequence of advertisements _is_ displayed to the user, _and further comprising means to pause the display of the advertisements in the sequence_ [is paused] at the user's request.

13. A system for providing advertising _to a user_ on a hypertext network, comprising:
   [a. a network;]
   [b.]_a._ _a_ server [having] _storing_ advertisements, said server connected to [said] _the_ network;
   [c.]_b._ a client computer having _a display device,_ a browser _and advertising software that operates substantially independently of said browser_, said client computer connected to [said] _the_ network, said [server sending] _advertising software adapted to receive and display_ said advertisements in sequence from said server [to said client computer at the request of said client computer;]_, said advertising software presenting on a region of the display device to the user an advertising area comprising:_
   [d. advertising software on said client computer, said advertising software functioning as an overlay to said browser, said advertising software operating in conjunction with said browser to display a screen on said client computer comprising:

i.   a browser area, said browser area comprising a page display area and software controls displayed by said browser when said browser operates without said advertising software;

ii.   an advertising area comprising:]

[a.]i.   a control area having a pause button, a step back button, and a step forward button by which the presentation of advertisements to the user is controlled by a user;

[b.]ii.   a display area where advertisements are displayed in sequence to the user; and

[c.]iii.   a transaction area having a secure purchase button for effectuating a secure purchase transaction at the user's request.

14.   The system of claim 13, further comprising a communications button for establishing communications with a sales agent at the user's request. [, wherein said transaction area further comprises a sales agent button for effectuating communications between a user and said sales agent at the user's request.]

15.   The system of claim 13, further comprising a help page on said server, and said advertisement area further comprising a help button wherein said help page is displayed in said browser area when said help button is selected by [a] the user.

16.   The system of claim 13, further comprising multimedia information on said server, wherein said advertising area further comprises a multimedia button, and wherein said multimedia information is displayed in said browser area when said multimedia button is selected by [a] the user.

17.   The system of claim 13, further comprising a home page on said server, and wherein said advertising area further comprises a home page button, and wherein said home page is displayed in said browser area when said home page button is selected by [a] the user.

18.   The system of claim 13, wherein said advertising area further comprises an advertising topic list, and wherein said advertisements pertaining to topics selected by [a] the user are displayed in said advertising display area.

19.   The system of claim 13, wherein said advertisement displayed by said advertising software comprises at least one link that loads and displays a page in said browser area when selected by [a] the user.

20.   The system of claim 13, wherein said server targets said advertisements to [a] the user, said server transmitting advertisements related to pages displayed through said browser on said client computer at the user's request.

21.   The system of claim 13, wherein an advertisement is stored on said client computer as an electronic coupon when selected by [a] the user, said electronic coupon redeemable during a secure purchase transaction.

22.   A method for providing advertising to a user on a hypertext network, comprising the steps of:

a.   loading advertising software from a server on a client computer [with] having a browser at [a] the user's request, said software dividing the client computer screen into a browser area and an advertising area;

b.   streaming a sequence of advertisements from said server to said advertising software on said client computer[at the request of said client computer];

c.   displaying said advertisements to the user in said advertising area [while maintaining the original functionality of the browser in the browser area.] substantially independently from the operation of said browser.

37.   A method of preregistering user purchaser information, comprising the steps of:

a.   obtaining user purchaser information;

b.   storing said user purchaser information on said server;

c. associating said user purchaser information with a confidential authentication password, said password known to the user and recognized by said server;

d. storing an electronic coupon when said advertisement is selected by a user;

e. and redeeming said electronic coupon during a secure purchase transaction at the request of a user.

38. The method of claim 37, wherein said purchaser information comprises credit card information, said credit card information comprising the name of the credit card vendor, the user's name and credit card number, and the expiration date of the user's credit card.

39. The method of claim 37, wherein said purchaser information comprises the user's shipping address.

45. A system for providing advertising to a user through a hypertext network, comprising:

a. [advertising] means for providing advertisements to [a] the user;

b. [server] means for storing [said advertising means] an advertisement and accepting secure purchase data from [a] the user;

c. [client] means for loading [said advertising means] advertisements and displaying [said] the advertisements to [a] the user;

d. means for displaying a page to the user;

[d. browser means for displaying pages to a user on said client means;

d. network means for interconnecting said server means with said client means;]

e. means for identifying a topic of a page displayed to the user; and

f. means for selecting an advertisement to be displayed to the user based at least partly on the topic of the page displayed to the user.

Please add the following claims:

48. A client computer for presenting advertising to a user, comprising:

a. a microprocessor;

b.   a memory that stores browser software adapted to be executed by retrieve and display a hypertext page from a site and advertising software adapted to retrieve and display an advertisement from an advertising server;

c.   a display device on which to display the hypertext page and the advertisement to the user.

49.   The client computer of claim 48, wherein said advertising software is adapted be executed by said microprocessor to display an advertisement that is part of a stream of advertisements.

50.   The client computer of claim 48, wherein said advertising software is adapted to be executed by said microprocessor to display a sales agent button to the user, such that when said sales agent button is selected by the user, communications are established between the user and a sales agent of the sponsor of an advertisement displayed to the user.

51.   The client computer of claim 48, wherein said advertising software is adapted to be executed by said microprocessor to display a list of topics to the user, such that when the user selects a topic form the list of topics, advertisements pertaining to that topic are received from the advertising server.

52.   The client computer of claim 48, wherein said advertising software is adapted to be executed by said microprocessor to display a pause button to the user, such that when said pause button is selected a first time by the user, the display of advertisements in a sequence of advertisements is paused on the advertisement that is displayed to the user at the time the pause button is selected, and wherein when the pause button is selected a second time by the user, the display of advertisements in the sequence of advertisements in resumed.

53.   The client computer of claim 48, wherein said advertising software is adapted to be executed by said microprocessor to display a step forward button and a step back button to the user, such that when the step forward button is selected by the user, the next advertisement in a sequence of advertisements from the advertising server is displayed to the user

independently from the page that is displayed to the user by the browser, and when the step back button is selected by the user the previous advertisement in a sequence of advertisements from the advertising server is displayed to the user independently from the page that is displayed to the user by the browser.

54. The client computer of claim 48, wherein advertisements are streamed from the advertising server to said client computer.

55. The client computer of claim 48, wherein said advertising software is adapted to be executed by said microprocessor to display a step forward button a media clip button, such that when said media clip button is selected, multimedia information is shown to the user that is related to the advertisement that is shown to the user at the time the user selects the multimedia button.

56. The client computer of claim 48, wherein said advertising software is adapted to be executed by said microprocessor to display a secure purchase button, such that when said secure purchase button is selected by the user, the user is presented with a graphical user interface through which the user purchases a product related to the advertisement displayed to the user at the time the user selects the secure purchase button.

57. The client computer of claim 56, wherein the graphical user interface through which the user purchases a product is displayed to the user by the browser software.

58. The client computer of claim 56, wherein the graphical user interface through which the user purchases a product is displayed to the user by the advertising software.

59. The client computer of claim 48, wherein said advertising software is adapted to be executed by said microprocessor to display an electronic coupon button, such that when said electronic coupon button is selected by the user, an electronic coupon is stored at the client computer for a product related to the advertisement displayed to the user at the time the user selects the electronic coupon button.

60. The client computer of claim 48, wherein said advertising software is adapted to be executed by said microprocessor to display a home page button, such that when said home page button is selected by the user, a page is displayed to the user by the browser software, wherein the page includes information pertaining to the sponsor of the advertisement that was displayed to the user at the time the user selected the home page button.

61. A method for providing advertising to a computer on a network, comprising:

    a.   receiving information about a page that is displayed on the computer by browser software;

    b.   selecting an advertisement based at least partly on the information received about the page displayed on the computer by the browser software; and

    c.   sending the selected advertisement to the computer.

62. A method for providing an electronic coupon to a computer on a network, comprising:

    a.   receiving a request for an electronic coupon from the computer;

    b.   identifying the advertisement that was displayed on the computer at the request was made;

    c.   selecting an electronic coupon based at least partly upon the identified advertisement; and

    d.   sending the selected coupon to the computer.

63. A method for providing a page to a computer on a network, comprising:

    a.   receiving a request for a page from the computer;

    b.   identifying the advertisement that was displayed on the computer at the request was made;

    c.   selecting a page based at least partly upon the identified advertisement; and

    d.   sending the selected page to the computer.

64. A method for providing advertising to a computer on a network, comprising the steps of: